

THE MEDIA

CULTIVATING MEDIA RELATIONSHIPS

- What do journalists have to offer?
 - Access to critics
 - Public feedback
 - Advance notice regarding upcoming stories
 - Story postponement

What can candidates give in return?

- Sense of access
- Confirmation of story details
- Contact names and numbers
- Exclusives

WORKING WITH THE MEDIA SUCCESSFULLY

THE THREE Ps

PROACTIVE

- Know *what* is news and *why*
- Anticipate controversy
- Think like your critics
- Think like a reporter

PREPARED

- Do your homework
- Gather supporting facts
- Review past news articles
- Know your agenda

PRACTICED

- Know *what* you're going to say
- Know *how* to say it effectively

QUESTIONABLE QUESTIONING TECHNIQUES

- The Casual Comment
- The Silent Treatment
- The Poker Face
- The Deja Vu

DEVELOP A MEDIA PLAN/ MESSAGING

- Know the story you want reported
- Determine your main points (2-3)
- Create sound bites
- Insert red flag words
- Use various set-up phrases
- Be concise
- Write down your sound bites and practice saying them

Surviving a Media Interview

- Stay on message: springboard
- Always think before you speak
- Don't answer hypothetical questions
- Keep your personal opinions to yourself
- Don't answer comparison questions

Surviving a Media Interview (2)

- Use absolute denials with caution
- Take away the power of the punch
- Don't repeat negative words
- Find the positive spin in the negative question
- Use Creative Avoidance
- Don't fight back

Surviving a Media Interview (3)

- Pass the buck
- Test your boundaries
- Ask the reporter to repeat the question
- Eliminate titles
- Show humility
- Something to add?

MEDIA GROUND RULES

- On the Record
 - Can be quoted directly
 - Attributed to source by name and title
- Off the Record
 - May not be reported by journalist
 - Meant only to educate

MEDIA GROUND RULES (2)

- On Background
 - Can be quoted directly or paraphrased
 - May not be attributed to source by name or title
 - Generic attribution is used
- Deep Background
 - No direct quotes
 - No attribution to the spokesperson
 - Information may be used to help report story
 - Information belongs to the reporter

Media Communication

- Earned Media vs. Paid Media
- Press Advisories
 - Sent to media before an event to notify them of date, time, location
- Press Releases
 - Provide essential facts of a speech or event and are written like newspaper articles
- Speech Texts
 - Entire copies of candidate's speech can be distributed to reporters



TV/Radio Appearance

Know the Show

- What is the program's format?
- Is it broadcast locally, nationally, internationally?
- Do decision makers watch the program?
- Will it be a one-on-one interview or a panel discussion?
- Will the interview be recorded or live?
- What topics will you be asked to discuss?
- How much time will be allotted for the interview?
- What language will the program be in?
- What will the interview backdrop look like?

Television Etiquette

- Looking at the camera
- Looking at the reporter
- Cheat your body toward the camera
- Be aware of camera framing
- Don't fidget
- Learn how to sit properly
- Use natural gestures and make sure they can be seen
- Avoid negative body language
- Greet the videographer/studio crew
- REMEMBER—our bodies always communicate

Tips for Radio

- Determine the right distance for the microphone
- Keep your hands off the table to avoid tapping
- Have good stories
- Use effective voice inflections